

Message Text

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PAGE 01 LIMA 02320 222335Z

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-08 /019 W

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R 222145Z MAR 77

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 4142

INFO AMEMBASSY SANTIAGO

AMEMBASSY BOGOTA

UNCLAS LIMA 2320

EO 11652: N/A

TAGS: BEXP, PE

SUBJ: METALWORKING V/CE NOVEMBER 1977

REF: USDOC 4378

1. WE VIEWED V/CE SLIDE-AUDIO CASSETTE PRESENTATION AND BELIEVE THAT THIS NEW METHOD IS AN IMAGINATIVE AND EFFECTIVE TOOL FOR TRADE PROMOTION. WE DO NOT BELIEVE, HOWEVER, THAT METALWORKING V/CE IN NOVEMBER 1977 IN PERU WOULD BE ADVISABLE. METALWORKING IOGA TRADE MISSION SCHEDULED FOR JUNE 1977. NMTB MEMBERS PARTICIPATING IN MISSION WILL HAVE AMPLE OPPORTUNITY TO MEET WITH PRINCIPAL PERUVIAN END-USERS OF MACHINE TOOLS. TECHNICAL SALES SEMINAR IN CONJUNCTION WITH TRADE MISSION WILL GIVE US FIRMS FURTHER EXPOSURE. IT SHOULD ALSO BE RECALLED THAT NMTB HOSTED MACHINE TOOL CATALOG SHOW IN LIMA AS RECENTLY AS MAY 1976. ANOTHER METALWORKING EVENT COMING SO SOON AFTER THE OTHERS WOULD CONSTITUTE OVEREXPOSURE IN TERMS OF PERU'S RELATIVELY LIMITED MARKET. PROJECTED SALES RESULTING FROM V/CE WOULD NOT JUSTIFY EFFORT INVOLVED IN MOUNTING THIS EVENT.

2. MOREOVER, US PAVILION AT TENTH PACIFIC INTERNATIONAL FAIR WILL BE OVERFLOWING WITH MACHINERY AND EQUIPMENT. THERE WOULD LITERALLY BE NO SPACE TO MOUNT EVENT SIMILAR TO THAT SHOWN ON SLIDE-CASSETTE PRESENTATION. A BETTER APPROACH WOULD BE FOR
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PAGE 02 LIMA 02320 222335Z

MACHINE TOOL MANUFACTURERS TO EXHIBIT AT THE FAIR WITH THE ASSURANCE THAT EVERY MACHINE EXHIBITED COULD BE SOLD BEFORE SHOW OPENS. DOLLARS FOR PURCHASE OF CAPITAL GOODS EXHIBITED AT PACIFIC FAIR ARE NOT COUNTED AGAINST ANNUAL IMPORT QUOTA. WE ARE AWARE THAT PACIFIC FAIR COINCIDES WITH INDUSTRIAL FAIR IN TEHERAN IN WHICH MANY US MACHINE TOOL MANUFACTURERS PLAN TO PARTICIPATE. NEVERTHELESS, JESSE MAFFUID VISITED PACIFIC FAIR

GROUNDS WHEN IN LIMA IN FEBRUARY AND OFFERED TO PUBLICIZE THIS
EVENT TO NMTB MEMBERS.

3. WE WOULD BE INTERESTED IN EXPLORING EFFECTIVENESS OF V/CE
APPROACH IN PERU SOMETIME AFTER NOVEMBER 1977 IN PRODUCT CATEGORY
OTHER THAN METALWORKING.
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